

## CLAIMS

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1. A method for implicit prioritization of synchronizable data, the method including the steps of:
  - (a) in response to a sync session request from a client device, reading a selected prioritization scheme associated with a user initiating the sync session request;
  - (b) retrieving scheme effecting data necessary in effecting the selected prioritization scheme; and
  - (c) producing a prioritized data set based on the selected prioritization scheme .
2. The method of Claim 1 further including the step of:
  - (a) enabling a user to choose the selected prioritization scheme from the plurality of available prioritization schemes.
3. The method of Claim 2 further including the step of:
  - (a) enabling the user to choose an additional selected prioritization scheme on which the prioritized data set may be based in lieu of the selected prioritization scheme.

4. The method of Claim 1 further including the steps of:
- (a) retrieving a particular prioritization formula from a plurality of stored prioritization formulas based on the selected prioritization scheme and at least one sync session parameter; and
  - (b) applying the retrieved prioritization formula to the retrieved scheme effecting data and each sync session parameter to produce the prioritized data set.
5. The method of Claim 1 further including the step of:
- (a) recognizing request characteristics from the received sync session request, the request characteristics including an identification for the requesting user, the client device type, and the communications type to be used in the requested sync session.
6. The method of Claim 5 further including the step of:
- (a) using the recognized request characteristics in retrieving the at least one sync session parameter from storage.

7. A computer program product stored on a computer readable medium and executable by a processor for prioritizing synchronizable data, the computer program product including:

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- (a) scheme reading program code for responding to a sync session request by reading a selected prioritization scheme associated with a user initiating the sync session request;
  - (b) data retrieval program code for retrieving scheme effecting data necessary in effecting the selected prioritization scheme; and
  - (c) prioritization program code for producing a prioritized data set based on the selected prioritization scheme.
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8. The computer program product of Claim 7 further including:

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- (a) scheme selection program code enabling a user to choose the selected prioritization scheme from the plurality of available prioritization schemes and storing the selected prioritization scheme for the user.

9. The computer program product of Claim 7:

- (a) further including formula retrieval program code for retrieving a particular prioritization formula from a plurality of stored

prioritization formulas based on the selected prioritization scheme  
and at least one sync session parameter; and

- (b) wherein the prioritization program code applies the retrieved  
prioritization formula to the retrieved scheme effecting data and the  
at least one sync session parameter to produce the prioritized data  
set.

10. The program product of Claim 7 further including:

- (a) characteristic recognition program code for recognizing request  
characteristics from the received sync session request.

11. The computer program product of Claim 10 further including:

- (a) parameter mapping program code for using the recognized request  
characteristics to retrieve the at least one sync session parameter  
from storage.

12. The computer program product of Claim 7 further including:

- (a) metadata collection program code for collecting and storing metadata  
useful in effecting a plurality of prioritization schemes.

13. The computer program product of Claim 12 wherein:
- (a) the data store program code also collects and stores the objective data to which the client device is to be synchronized.
14. A system for implicit prioritization of synchronizable data, the system including:
- (a) a sync engine component for receiving a sync session request from a device, and, in response to the sync session, for reading a selected prioritization scheme which is associated with a system user, and for producing a prioritized data set based on the selected prioritization scheme ; and
  - (b) a data store storage arrangement accessible to the sync engine component, the data store storage arrangement storing objective data to which the client device may be synchronized and further storing metadata related to the objective data and useful in effecting a plurality of available prioritization schemes.
15. The system of Claim 14 further including:
- (a) an available scheme storage arrangement storing the plurality of available prioritization schemes; and

- (b) a scheme selection component enabling a user to choose the selected prioritization scheme from the plurality of available prioritization schemes.

5 16. The system of Claim 15 wherein:

- (a) the scheme selection component also enables the user to choose an additional selected prioritization scheme to be used by the sync engine component in lieu of the selected prioritization scheme.

10 17. The system of Claim 14 wherein the sync engine component includes a data retrieval subcomponent for retrieving particular metadata and objective data from the data store storage arrangement based on the selected prioritization scheme.

15 18. The system of Claim 17:

- (a) further including a formula storage arrangement storing a plurality of prioritization formulas, each prioritization formula effecting one of the available prioritization schemes for a given combination of sync session parameters to produce a desired prioritized data set;

(b) wherein the sync engine component includes a prioritization formula retrieval subcomponent for retrieving one of the prioritization formulas from the formula storage arrangement based on the selected prioritization scheme and the at least one sync session parameter; and

(c) wherein the sync engine component applies the retrieved prioritization formula to at least the retrieved metadata and to the at least one sync session parameter to produce the prioritized data set.

19. The system of Claim 14 wherein the sync engine component includes a request characteristic recognition subcomponent for recognizing request characteristics from the received sync session request.

20. The system of Claim 19 wherein the sync engine component includes a session parameter mapping subcomponent for retrieving the at least one sync session parameter as dictated by the recognized request characteristics.

21. The system of Claim 14 further including:

- (a) a prioritization scheme storage arrangement storing a plurality of available prioritization schemes including the selected prioritization scheme

5 22. The system of Claim 14 wherein:

- (a) the sync engine component comprises a data processing device operating under the control of operational software; and
- (b) the data store storage arrangement comprises at least one database stored on at least one data storage device.